

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Godoy et. al.	Conf. No.:	9088
Serial No.:	10/688,097	Art Unit:	2165
Filing Date:	10/17/2003	Examiner:	Ponikiewski, Tomasz
Title:	METHOD, SYSTEM AND PROGRAM PRODUCT FOR MANAGING CUSTOM DATA DURING AN ELECTRONIC PURCHASE	Docket No.:	END920030047US1 (IBME-0088)

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Commissioner for Patents
P.O. Box 1450
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PRELIMINARY AMENDMENT

Sir:

I. INTRODUCTION:

In response to the Office Action mailed on July 30, 2007 and concurrently with a Request for Continued Examination. Prior to consideration on the merits, please amend the above-referenced patent application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 9 of this paper.